

WHAT IS CLAIMED IS:

1. A computer readable medium encoded with structured information for expressing specific business content, the structured information comprising:
 - a plurality of categories, wherein each category represents an aspect of the business; and
 - a plurality of elements associated with at least a subset of the plurality of categories,wherein each element represents a sub-aspect of the business,
 - wherein the structured information is arranged hierarchically.
2. The computer readable medium of claim 1, wherein the structured information is extensible.
3. The computer readable medium of claim 1, wherein the structured information is developed using extensible markup language (XML).
4. The computer readable medium of claim 1, wherein the structured information expresses an advertising medium.
5. The computer readable medium of claim 1, wherein the structured information expresses the specific business content of a dining guide.
6. The computer readable medium of claim 1, wherein at least one of categories comprises a graphic, a cover, an index and a map.

(b) identifying a plurality of elements associated respectively with at least a subset of the categories;

(c) arranging the categories and elements in a hierarchical structure;

(d) encoding a computer readable format with the hierarchical structure; and

(e) encoding the computer readable format with the information related to the content in accordance with the hierarchical structure,

wherein the categories and elements relate to a predetermined business.

15. The method of claim 14, wherein the hierarchical structure is arranged in accordance with a document type definition (DTD).

16. The method of claim 14, wherein the hierarchical structure is arranged in accordance with extensible markup language (XML) schema.

17. The method of claim 14, wherein the predetermined business is publishing a dining guide.

18. The method of claim 14, wherein the hierarchical structure comprises information related to restaurants.

19. The method of claim 14, wherein the hierarchical structure comprises categories and elements related to advertisements.

20. The method of claim 14, wherein the hierarchical structure comprises an identification of an advertisement type.

21. The method of claim 20, wherein the identification is a universal directory advertising code (UDAC).

22. The method of claim 20, wherein the hierarchical structure comprises information related to predetermined sizes of advertisements.

23. The method of claim 20, wherein the hierarchical structure comprises information related to at least one of an anchor listing, a coupon, a listing having a first size, a listing having a size double the first size and a listing having a size triple the first size.

24. The method of claim 14, wherein the hierarchical structure comprises information related to a graphic.

25. A method of organizing and storing information, comprising the steps of:

(a) selecting an extensible markup language (XML) format;

(b) analyzing business specific content;

(c) identifying categories and elements related to the business specific content;

(d) organizing the categories and elements related to the business specific content in a hierarchical structure in accordance with the format selected in step (a);

- (e) storing information in accordance with the hierarchical structure; and
- (f) instantiating the information in a predetermined format.

26. The method of claim 25, wherein the XML format is a document type definition (DTD).

27. The method of claim 25, wherein the business specific content comprises an advertisement.

28. The method of claim 25, wherein the business specific content comprises information related to a dining guide.

29. The method of claim 28, wherein the information related to a dining guide comprises advertisement types.

30. The method of claim 29, wherein the information related to a dining guide comprises at least one of a category and an element for at least one of a half page display advertisement, a full page display advertisement, an inside back cover advertisement, an inside front cover advertisement and an outside back cover advertisement.

31. The method of claim 28, wherein the information related to a dining guide comprises a graphic element.

32. The method of claim 28, wherein the information related to a dining guide comprises an identification of a plurality of cuisine types.